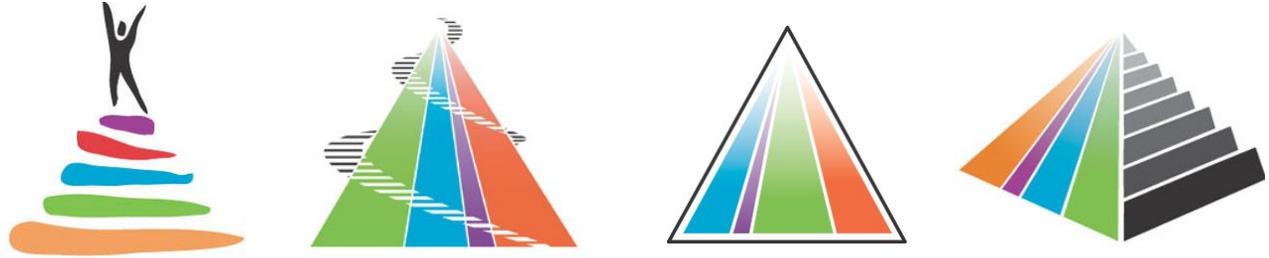


Addendum—Graphic Concepts Tested

Focus Groups

Pyramid-Based



Pyramid-Influenced



Non-Pyramidal



Web-TV Test

Initial Web-TV Test



Final Web TV Test

